



EAST BAY BICYCLE COALITION
P.O. BOX 1736 OAKLAND CALIFORNIA 94604
FRUITVALE VILLAGE 3301 E12TH ST SUITE 143

Bike to Work Day, May 14, 2009
ACCMA Sponsorship Request
Supplemental Report
February 26, 2009

1. Introduction

A major goal of Bike to Work Day this year is to broaden appeal of the event beyond just traditional bicyclists. We want to outreach to a wider audience of potential bicyclists, occasional bicyclists and most importantly to pedestrians and motorists. With motorists, our goal is to make them more aware of the event and the presence of bicyclists on the roadways, thus making bicycle travel safer. To do this, we are expanding our Bike to Work Day promotional campaign to include street pole banners for the first time. In addition to Bike to Work Day ads appearing at transit stations and on buses and on neighborhood and freeway billboards, our street pole banner ads will also be seen by more motorists as they drive thru popular commercial districts. As a result, Bike to Work Day reaches a broader audience.



2. Update

For the promotional campaign to have an impact, the budget should be at least \$50,000 or greater. Similar public service campaigns, such as "Don't Trash Oakland" and "Stop Waste" have had similar budgets for 4-week runs. In 2008, we managed to raise approximately \$40,000 for the Bike to Work Day promotional campaign, which along with donations, allowed us to have a successful event. For 2009, we want the budget to grow into the range it needs to be within to ensure its effectiveness throughout the county. To date, we have raised approximately \$40,000. To reach our goal of \$50,000, we need the Alameda County Congestion Management Agency to contribute.

Several cities in Alameda County have contributed funds, but mainly the larger cities such as Oakland, Berkeley, San Leandro, Hayward and Fremont. We also have sponsorship contributions from companies in the East Bay. Smaller cities, however, struggle to contribute do to limited funds and tight budgets these days. This is where a contribution from the ACCMA can fill a significant funding gap and allow for an increased spread of the Bike to Work Day ads throughout the county.

3. Specifics

An ACCMA sponsorship will be used directly to purchase additional ad space on street pole banners, on AC Transit, Union City and LAVTA buses, on bus shelters and at BART stations. Our Bike to Work Day ads have been designed and will start appearing on April 20, 2009. The ads will also be used in other ways, such as in community kiosks, online and in newspaper ads and the CMA logo will appear on these additional ads.

Most importantly, the CMA contribution will allow us to fill in the geographic spread of the Bike to Work Day ads throughout the county. This will ensure that the momentum of Bike to Work Day, with 20-25% each of the last two years, continues everywhere in Alameda County.

Thank you very much for your consideration.



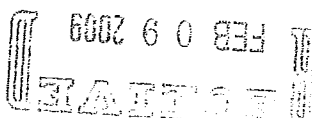
Dave Campbell, Chair
dcampbel@lmi.net
cell: 510.701.5971



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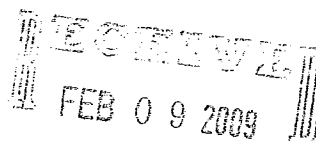
February 4, 2009



BIKE TO WORK DAY

MAY 14, 2009

Dennis Fay
Executive Director
Alameda County Congestion Management Agency
1333 Broadway, Suite 220
Oakland, CA 94612



Re: Sponsorship of Bike to Work Day 2009

Dear Dennis Fay:

The East Bay Bicycle Coalition contacted you last year about a potential ACCMA sponsorship of Bike to Work Day and while I understand that the CMA was not able to sponsor the event then, we want to give you another opportunity to join our efforts. The CMA's logo should be on all of our promotional materials.

ACTIA has stepped up and is providing \$10,000 in cash towards the event and we want to request that our CMA step up to a similar level of support. The money will go towards advertisements for Bike to Work Day placed on a variety of media around Alameda County, including transit ads, street pole banners, kiosks, and newspaper ads.

We understand that you are busy developing a Climate Action Plan and we fully support this effort. As you know, maximizing transit usage is one of the best ways to reduce vehicle miles traveled, and one of the most cost-effective ways to improve transit efficiency is to get more people riding to transit. This is exactly what our Bike to Work Day promotional campaign is going to highlight, biking to BART and biking to AC Transit.

We need your help and support. I hope your agency is in a good position to support Bike to Work Day this year. Thanks for your consideration.

Sincerely,

Dave Campbell
Chair

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BIKE TO WORK DAY

Thursday, May 15, 2008

**Visit Alameda County's Energizer Stations
for free goodies and good times!**

Look for the *Bike to Work Day* guide in the **EAST BAY EXPRESS** on May 7

Enjoy bike activities all month long!

Get the latest at
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or call (510) 533-RIDE



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